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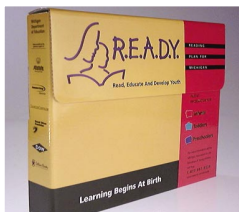
John Engler, Governor
Ex Officio

READING PLAN FOR MICHIGAN EXECUTIVE OVERVIEW

In the 1998 State of the State Address, and later in an Executive Directive to the Michigan Department of Education (MDE), Governor John Engler outlined his Reading Plan for Michigan (RPM). The Governor also appointed a Reading Plan for Michigan Advisory Council to advise Superintendent of Public Instruction Arthur Ellis on policy matters relating to RPM. In response, MDE developed one of the most comprehensive and innovative programs in the nation designed to help every Michigan student read by the end of third grade. The RPM consists of one birth through age four component and three pre-school to third-grade school elements.

BIRTH TO AGE 4 COMPONENT:

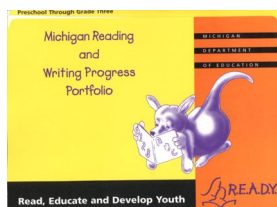
(Read, Educate and awarding parent learning and reading.



Develop Youth) program – a national information effort on the importance of early

SCHOOL PROGRAM COMPONENTS:

Michigan Literacy Progress Profile (MLPP) - A dynamic literacy Instructional system to determine and document pre-kindergarten to third-grade student literacy development and provide instruction strategies for teachers to increase student learning and achievement. A new addition to the MLPP, *FAMILY FUNDamentals in Reading*, providing activities parents can use to reinforce student learning at home will be available in the spring of 2001.



Michigan Reading and Writing Progress Portfolio - A folder designed to store various types of data and information including MLPP or other literacy diagnostic records and student work to provide parents and teachers with a clear picture of student literacy progress.

Michigan Summer School Program - An intensive summer program based on identified “best practice” for children needing additional learning opportunities during the early elementary years.



R.E.A.D.Y. Read, Educate and Develop Youth

In Michigan and throughout the nation, an alarming number of children enter school without the language and literacy foundation necessary to succeed in school. Many children -- from all socioeconomic backgrounds -- do not know where a book begins or ends, that words are made up of letters and that words carry meaning. These children enter school all ready behind.

New brain development research shows that from birth to age four, a child's ability to learn is greater than at any other time in his or her life. These studies also show that most children have the ability to learn these critical building blocks if they are *routinely* exposed to basic language and literacy activities at an early age.

While this information is compelling, many parents are unaware of the critical link between early childhood learning and their child's later ability to succeed in school. Therefore, there is a tremendous need to increase parent and public awareness and understanding of this issue so that children can reach their full potential.

Designed to reach over 1 million parents of young children in the state, the R.E.A.D.Y. program was developed to strengthen parent involvement in the early childhood years so that children develop the language and literacy skills needed to enter school ready to read and succeed. A R.E.A.D.Y. kit containing engaging written, audio and visual information and materials was developed and formally unveiled by Governor Engler and Rob Reiner, film producer and founder of the nationally acclaimed *I Am Your Child*, effort in August 1998.

This colorful and engaging R.E.A.D.Y. kit contains both age appropriate and general information and materials. Age specific materials for infants (0-1), toddlers (1-2 ½), and preschoolers (2 ½-4) are packaged in a R.E.A.D.Y. folder and include:

- A quality children's book,
- Four parent/child activity cards,
- An activity magnet,
- A pocket-sized list of enjoyable age appropriate books.

Child development materials appropriate for parents of all young children include:

- A R.E.A.D.Y. brochure on the importance of engaging and reading to young children,
- A music cassette of nursery rhymes and children's favorite songs,
- A child development video tape and booklet from *I Am Your Child*,
- A child development wheel,
- A parent membership card recognizing parents for their commitment to help their young child(ren) learn and succeed.



The R.E.A.D.Y. program has been recognized as **one of the nation's most innovative government programs** and late 1999 received the prestigious Council of State Government's (CSG) Innovations Award. R.E.A.D.Y. has also become a national model with over a dozen states actively exploring the development of a similar program.



Public Response

The parent response to the kit has been outstanding. Moore & Associates, a Metro-Detroit based market analysis firm, conducted a series of test marketing activities during the pilot phase of this effort.

Through a combination of focus groups and over 500 detailed telephone surveys, the firm reports:

- Nearly all of the parents were “very positive” about the entire kit and would not delete any kit component. Parent comments included:
 - “I couldn’t wait to get it open”
 - “It was like a gift”
 - “It offered a lot of information”
 - “It provided something educational for me and my child”
- Most parents used all or most of the kit components;
- Each kit component was rated very useful by an overwhelming majority (70-90%) of parents;
- The most popular and used kit components included the book, music cassette and the video-tape.

Test marketing also revealed the kit was both a motivational and educational tool for parents. For example:

- Many parents in the focus groups indicated they felt books were expensive and a luxury and appreciated receiving a book in the kit;
- **Almost all focus group parents and over two-thirds of the parents in the telephone survey said the kit motivated them to read to their young child;**
- One-third of parents reported learning something new from the kit, specifically the importance of reading to and interacting with their child. Others said kit materials served as a reminder of the benefits of reading to their child.

Educators Response

Responses from educators have also been extraordinarily positive. They include:

- “This kit is full of good information, the kind parents need long before their kids are old enough to go to school.”
- “This is excellent, I wish every parent in Michigan could have this right from the start.”
- “Great! This (kit) contains a lot of ideas that I talk to parents about at our kindergarten open house. It is much better if parents have been hearing it for five years before their children reach kindergarten.”

National Response

As a national leader in educational reforms and initiatives, Michigan’s R.E.A.D.Y. kit is quickly becoming a model for other states. To date, more than a dozen states including California, Texas, Idaho, North Carolina, and others have contacted the Michigan Department of Education for information to start their own parent/child informational kit effort.



To ensure the usefulness and effectiveness of R.E.A.D.Y. kit materials, MDE conducted a pilot program in which 35,000 R.E.A.D.Y. kits were delivered to parents at birthing hospitals, health care facilities, Head Start programs, day care centers and community health and social service programs at 26 sites throughout Michigan.

Strong support from Michigan's executive and legislative branches and corporations, combined with outstanding test marketing results, have allowed MDE to increase R.E.A.D.Y. kit production and distribution. Since August 1998, over 200,000 R.E.A.D.Y. kits have been delivered to parents. Annual kit production from October 2000 through September 2001 will exceed 300,000 kits. The goal is to reach over one million parents of young children within five years.

To get a R.E.A.D.Y. kit, call the R.E.A.D.Y. toll-free hotline at (877) 997-3239 maintained by the Michigan Association for the Education of Young Children. For multiple kit requests visit the Michigan Department of Education R.E.A.D.Y. web site at www.state.mi.us/mde/R.E.A.D.Y. to locate your county coordinator or contact Jan Ellis at (517) 373-9391.

FUNDING

R.E.A.D.Y. is a program designed to quickly and efficiently reach and engage parents of 0-5 year old children in Michigan. Funding for both the pilot and statewide distribution of R.E.A.D.Y. kits has been provided through a combination of federal, state, corporate, and foundation support. To date, more than \$8 million in federal and state funds have been allocated for R.E.A.D.Y. during FY 1998 - FY 2001.

In addition to state funds, to date \$1.4 million in multi-year corporate financial contributions and \$15 million in corporate in-kind support have been committed to the R.E.A.D.Y. program through FY 2002. Corporate and foundation support has ranged from \$50,000 to \$500,000 and has generally been commiserate with the size and interest level of each sponsor.

Corporate sponsors include:

Allstate

Ford Motor(pilot)

Scholastic Books

Consumers Energy

Golden Books

Sony Music

CTW Sesame Street

Harcourt School Publishers

United Parcel Service

DaimlerChrysler

Harper Collins Childrens Books

Walt Disney Records

Detroit Edison Foundation

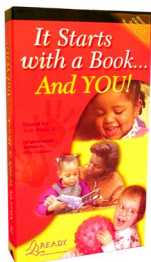
I Am Your Child

Whirlpool

Dow Chemical

Kmart

R.E.A.D.Y. New Products



R.E.A.D.Y. Video Produced - To provide additional learning activities for parents to help increase children's language and literacy development and enter school READY to succeed, the R.E.A.D.Y. program has developed "*It Starts with a Book . . . And YOU!*" This new **award winning** video is available at cost to parents, educators, health care and day care professionals and others by calling Marilyn Schneider at MDE (517) 373-7247.

Hispanic R.E.A.D.Y. Kits Piloted - An Hispanic R.E.A.D.Y. kit has been developed and was piloted in the spring and summer of 2000. This kit is in the evaluation stage with a revised kit available by May 2001.

R.E.A.D.Y. Kindergarten Round-up Pack NOW Available - To increase the reading readiness of children just prior to entering school, a new kindergarten round-up pack containing a book and numerous literacy building activities centered around the book is now available for schools to order by contacting Central Michigan University's Education Materials Center at (517) 774-3953 or visit <http://www.emc.cmich.edu/ready/roundup.htm>

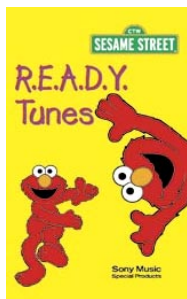


RPM Web Site - To provide parents, care givers and educators with easy access to important child development information, the Department is in the process of designing an RPM/ R.E.A.D.Y. web site. This site will be operational in late 2001 and will serve as a one-stop-shop for information on child and brain development, additional activities and learning tools, health and nutrition issues, day cares and preschools, related state and federal programs, etc.



R.E.A.D.Y. Power Point Presentation for Parents and Child Care Providers Piloted - A power point presentation on child development and the R.E.A.D.Y. program has been developed for parents and child care providers and will be test marketed in the fall/winter of 2000. This presentation will be available in early 2001.

Major Media Campaign in Development - A committee of media, education, community and business leaders who were part of the *Ready to Succeed* Summit are in the process of working with MDE to develop a broad advertising and public service media campaign that will reinforce the importance of early learning to families and care givers of young children.



R.E.A.D.Y. Tunes Production Complete - To provide a music cassette appropriate for all R.E.A.D.Y. aged children, Children's Television Workshop (Sesame Street) and Sony Music have joined together to produce a special music cassette for the R.E.A.D.Y. kit. This first of its kind music cassette is filled with fun and educational Sesame Street songs for newborns to preschoolers including the R.E.A.D.Y. theme song "Read Me A Story." The cassette has a combination of kids favorite songs, nursery rhymes, letter recognition songs, and lullabies with special guests Rosie O'Donnell and Kenny Loggins.



R.E.A.D.Y. Corporate Contributions

Corporation	Level of Support	Support Allocation	Type of Support
Kmart	\$ 10,000	1998 Pilot	Financial
	\$ 8,000	1998 Pilot	In-kind
	\$ 500,000	1999-2002	Financial
Allstate Insurance	\$ 10,000	1998 Pilot	Financial
	\$ 40,000	1999-2002	Financial
Consumers Energy	\$ 10,000	1998 Pilot	Financial
	\$ 40,000	1999-2002	Financial
Detroit Edison	\$ 10,000	Pilot paid in 1999	Financial
	\$ 40,000	1999-2002	Financial
Chrysler	\$ 10,000	1998 Pilot	Financial
	\$ 20,000	1999-2002	Financial
Whirlpool Corporation	\$ 10,000	1998 Pilot	Financial
	\$ 75,000	1999-2002	Financial
Dow Chemical	\$ 10,000	1998 Pilot	Financial
	\$ 80,000	1999-2002	Financial
Ford Motor Company	\$ 10,000	1998 Pilot	Financial
United Parcel Service	\$ 10,000	2000	Financial
Sony	\$8,950,000	1999-2002	In-kind 1 million @ \$8.95 (9.95-1.00)
Children's Tel. Wrkshp	\$1,050,000	1999-2002	In-kind 1 million @ 15x.07
Walt Disney Company	\$ 323,750	1998-1999	In-kind 35,000 @ \$9.25 (9.95-.75)
Essex Music	\$ 47,000	1998	In-kind 10,000 @ \$4.70 (5.95-1.25)
Scholastic Books	\$1,527,000	1998-2002	In-kind 300,000 @ \$5.09 (5.99-.90)
Golden Books	\$ 151,500	1999-2002	In-kind 20,000 @ \$2.29
			5,000 @ \$7.99
			20,000 @ \$1.79 (2.29-.50)
			5,000 @ \$5.00(7.00-2.00)
Harper Collins	\$1,497,000	1999-2002	In-kind 300,000 @ \$4.99 (5.99-1.00)
Harcourt Children's	\$1,497,000	1999-2002	In-kind 300,000 @ \$4.99 (5.99-1.00)
I Am Your Child	\$ 30,000	1998	In-kind tapes and booklets
Toys-R-Us	\$ 460,000	1998	Attorney General Settlement
Total Contributions	\$1,353,000	Financial Support	
	\$15,073,250	In-kind Support	
Corporate Total	\$16,416,250		



Support Category	Financial	In-kind	Total
State			\$10,514,000
Legislative Appropriation (FY 1999 - FY 2000)	\$ 1,750,000		
Legislative Appropriation (FY 2000 - FY 2001)	\$ 2,250,000		
Legislative Appropriation (FY 2001)	\$ 2,500,000		
Legislative Appropriation (FY 2002)	\$ 2,500,000		
MI Dept of Education (FY 1998)	\$ 700,000		
Family Independent Agcy.	\$ 814,000		
Corporate & Foundation	\$ 1,353,000	\$ 15,073,250	\$ 16,426,250
	\$ 11,867,000	\$ 15,073,250	\$ 26,940,250


R.E.A.D.Y. *Kit Itemized Budget*

<u>Component</u>	<u>Per Unit Cost</u>
Book	\$ 1.25
Kit cover	\$ 1.95
R.E.A.D.Y. brochure	\$.08
Development wheel	\$.23
Activity cards (4 each)	\$.24
Folder	\$.29
Parent membership card	\$.06
Childrens music cassette	\$.75
<i>I Am Your Child</i> video	\$ 1.05
<i>I Am Your Child</i> booklet	\$.13
Activity magnet	\$.30
Book list	<u>\$.06</u>
	\$ 6.39
Administration, distribution, toll-free number	<u>\$ 2.86</u>
GRAND TOTAL	\$ 9.25